

WHAT IS CLAIMED IS:

1. A method of reducing reflected light glare into a human's eyes from
 the human's cheeks while simultaneously providing a non-verbal
 communication to others, comprising the steps of:
 (a) applying underneath the human's eyes, on the human's cheeks,
 generally covering a reflective location on the cheeks at which incident direct
 or indirect light is likely to be reflected into the human's eyes, a non-toxic
 material having a non-reflective colored and finished exterior in the form of a
 predefined clearly demarcated geometric shape which provides a non-verbal
 communication to others; and
 (b) within a week after application of the non-reflective material from
 step (a), removing it.

2. A method as recited in claim 1 wherein the human is a participant
 in an athletic contest, and wherein step (a) is practiced within a few hours or
 less before the start of the athletic contest ~~and so that the material~~ ^{and its location} substantially
~~eliminates reflection of incident direct or indirect light off the participant's~~
~~cheeks into the participant's eyes,~~ and step (b) is practiced within a few hours
 or less after the athletic contest is over.

3. A method as recited in claim 2 wherein step (a) is practiced by
 placing a stencil underneath one of the human's eye and over the reflective
 location on a cheek, the stencil having a cutout of the clearly demarcated
 geometric and predefined shape, and then applying eye black to the cheek
 reflective location under the cutout, and then removing the stencil; and wherein
 step (b) is practiced by wiping off the eye black, or washing it off with soap
 and water, or both wiping it off and washing it off.

Sub
E2

1 4. A method as recited in claim 3 wherein step (a) is further practiced
2 by repeating the steps of claim 3 for the other of the human's eyes.

1 5. A method as recited in claim 2 wherein the material is a decal
2 comprising a substrate, having top and bottom faces, the top face of the decal
3 being the non-reflective material, and the bottom face of the decal having a
4 pressure sensitive adhesive thereon; and wherein step (a) is practiced by
5 applying the bottom face of the decal to the reflective cheek portion and
6 pressing so that the adhesive holds the decal in place.

1 6. A method as recited in claim 2 wherein the material is a temporary
2 tattoo, provided on a substrate, the temporary tattoo provided on a top face of
3 the substrate and illustrating the reverse of the clearly demarcated geometric
4 and predefined shape, and the substrate having a bottom face; and wherein step
5 (a) is practiced by cleaning a cheek where the temporary tattoo is to be
6 applied, putting the temporary tattoo on the top face of the substrate on the
7 reflective location of the human's cheek to which it is to be applied, wetting
8 the bottom face of the substrate with water and pressing it into contact with the
9 cheek for sufficient time for the temporary tattoo to adhere to the cheek, and
10 sliding off the substrate from the temporary tattoo.

8 7. A method as recited in claim 6 wherein step (b) is practiced by
2 rubbing the temporary tattoo off using alcohol or baby oil, or applying tape
3 thereto and then pulling off the tape.

9 8. A method as recited in claim 7 wherein step (a) is practiced to
2 provide as the clearly demarcated predefined geometric shape a sports apparel
3 or equipment manufacturer's or distributor's logo, the logo having a size
4 complying with regulations of any regulatory body which oversees the athletic
5 contest.

E

E

N
F
A
N

15

3. A method as recited in claim 1 wherein step (a) is practiced to provide as the clearly demarcated predefined geometric shape a sports apparel or equipment manufacturer's or distributor's logo and/or letters identifying the manufacturer or distributor within a primarily black or dark colored area, and sized to comply with regulations of any regulatory body which oversees the athletic contest, ~~with the letters or logo, or any demarcation between any letters or logo and the primarily black or dark colored area, appearing as a dull or matte color and absorbing most of the light in the visible spectrum.~~

10. A method as recited in claim 9 wherein step (a) is further practiced by providing the letters, or any demarcation between any letters and the primarily black or dark colored area, appearing as a dull or matte color having a wavelength of greater than about 690 nm and less than about 430 nm, and absorbing most of the light in the visible spectrum.

4. A method as recited in claim 1 wherein step (a) is practiced to provide as the clearly demarcated geometric and predefined shape a representation of a sports team name, mascot or logo.

5. A method as recited in claim 1 wherein step (a) is practiced to provide as the clearly demarcated geometric and predefined shape a sports apparel or equipment manufacturer's or distributor's logo and/or letters identifying the manufacturer or distributor.

6. A method as recited in claim 5 wherein step (a) is further practiced to apply a logo having a directional bias, and by applying the logo with the correct directional bias under one of the human's eyes, and with the reverse of the correct directional bias under the other of the human's eyes.

1 14. A method as recited in claim 12 wherein step (a) is practiced by
 2 placing a stencil underneath one or both of the human's eyes and over the
 3 reflective location on a cheek, the stencil having a cutout of the clearly
 4 demarcated geometric and predefined shape, and then applying eye black to the
 5 cheek reflective location under the cutout, and then removing the stencil; and
 6 wherein step (b) is practiced by wiping off the eye black, or washing it off
 7 with soap and water, or both wiping it off and washing it off.

1 15. A method as recited in claim 12 wherein the material is a decal
 2 comprising a substrate, having top and bottom faces, the top face of the decal
 3 being the non-reflective material, and the bottom face of the decal having a
 4 pressure sensitive adhesive thereon; and wherein step (a) is practiced by
 5 applying the bottom face of the decal to the reflective cheek portion and
 6 pressing so that the adhesive holds the decal in place.

1 16. A method as recited in claim 12 wherein the material is a
 2 temporary tattoo, provided on a backing, the temporary tattoo provided on a
 3 top face of the backing and illustrating the reverse of the clearly demarcated
 4 geometric and predefined shape, and the substrate having a bottom face; and
 5 wherein step (a) is practiced by cleaning a cheek where the temporary tattoo is
 6 to be applied, putting the temporary tattoo on the top face of the backing on
 7 the reflective location of the human's cheek to which it is to be applied,
 8 wetting the bottom face of the backing with water and pressing it into contact
 9 with the cheek for sufficient time for the temporary tattoo to adhere to the
 10 ~~cheek, and sliding off the backing from the temporary tattoo~~

1 17. A decal or temporary tattoo having a clearly demarcated geometric
 2 and predefined shape and dimensioned to substantially cover the area of a
 3 reflective location on the cheek at which incident direct or indirect light is
 4 likely to be reflected into the human's eye, said temporary tattoo or decal

34B
A2

5 being non-toxic and having an exterior, when applied, surface of non-reflective
 6 colored and finished material sufficient to substantially eliminate the reflection
 7 of incident direct or indirect light off the human's cheek into the human's eye.

1 18. A decal or temporary tattoo as recited in claim 17 wherein the
 2 clearly demarcated geometric and predefined shape is a sports apparel or
 3 equipment manufacturer's or distributor's logo and/or letters identifying the
 4 manufacturer or distributor, ~~no part of the shape that is not a dull or matte~~
 5 ~~black or dark color having a size significant enough to allow significant~~
 6 ~~reflection of incident direct or indirect light off the human's cheeks into the~~
 7 ~~human's eyes.~~

1 19. A decal or temporary tattoo as recited in claim 17 wherein the
 2 clearly demarcated geometric and predefined shape consists of a sports apparel
 3 or equipment manufacturer's or distributor's logo, and wherein the clearly
 4 demarcated geometric and predefined shape has a size complying with
 5 regulations of any regulatory body which oversees the participants in an
 6 athletic contest by whom the decal or temporary tattoo is utilized.

1 20. An eye black clearly demarcated geometric and predefined shape
 2 produced according to the method of claim 3.

add
 E3
 E5